

TO: Dr. R. M. Ikeda

March 17, 1969

FROM: J. E. Wickham

SUBJECT: Comparison of Fourth Market Survey of FTC, TITL, and  
Philip Morris Data


The tar and nicotine data published by the Federal Trade Commission (FTC) on February 27, 1969 and similar data generated at the Tobacco Institute Testing Laboratory (TITL) are higher (approximately 1 mg for Tar and 0.1 mg for nicotine) than data generated and published in the Philip Morris CI Report. The data from the FTC Laboratory and TITL Laboratory compare very well. (See attached graphs).

It must be noted that the FTC Laboratory and TITL Laboratory are splitting a common sample obtained by Western Union from retail outlets.

A study is underway at the present time to determine a method for changing the smoking level so that in future studies P. M. data will be equivalent to FTC and TITL data.

JEW:rab

cc: H. Wakeham  
F. E. Resnik  
R. B. Seligman  
F. A. Lowman  
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